

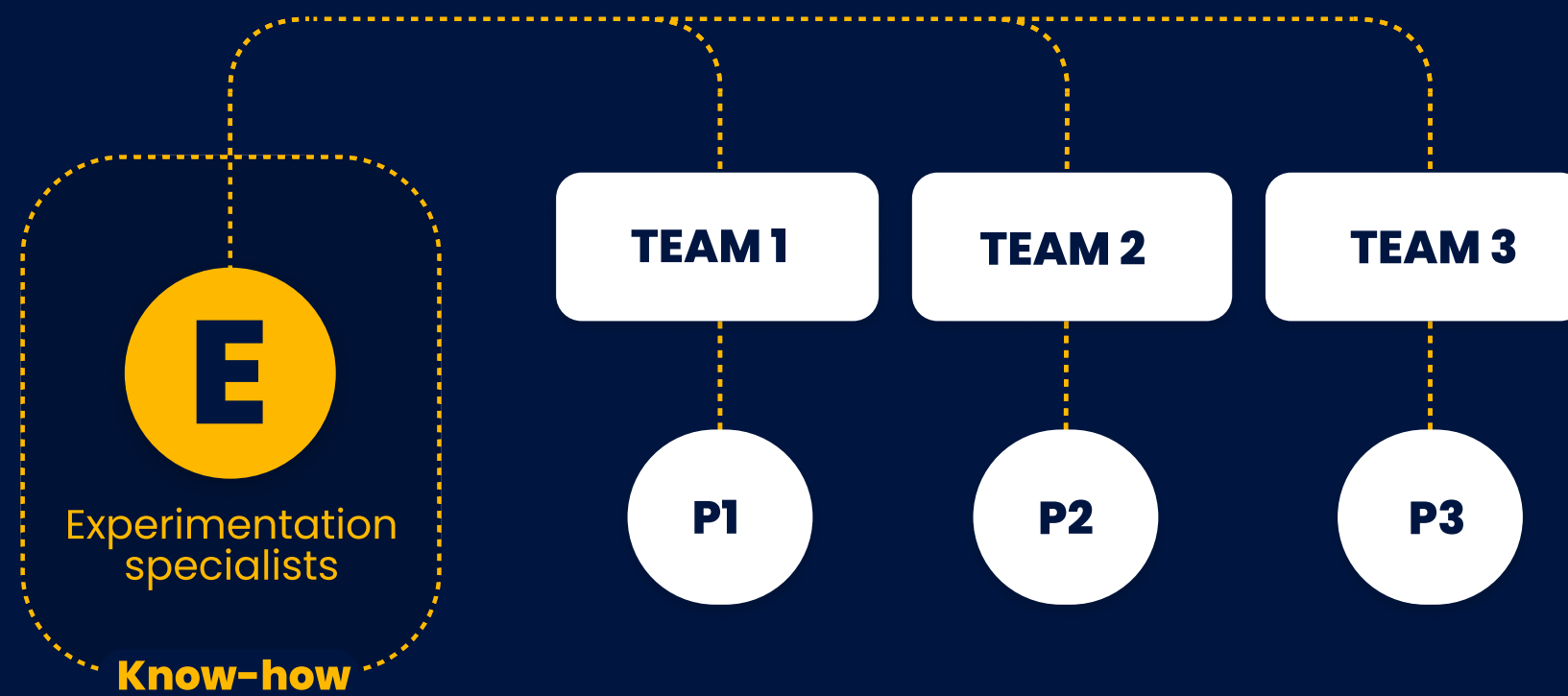
Experimentation Org Structures

Concept by Stephan Thomke (Experimentation Works)

speero
by CXL

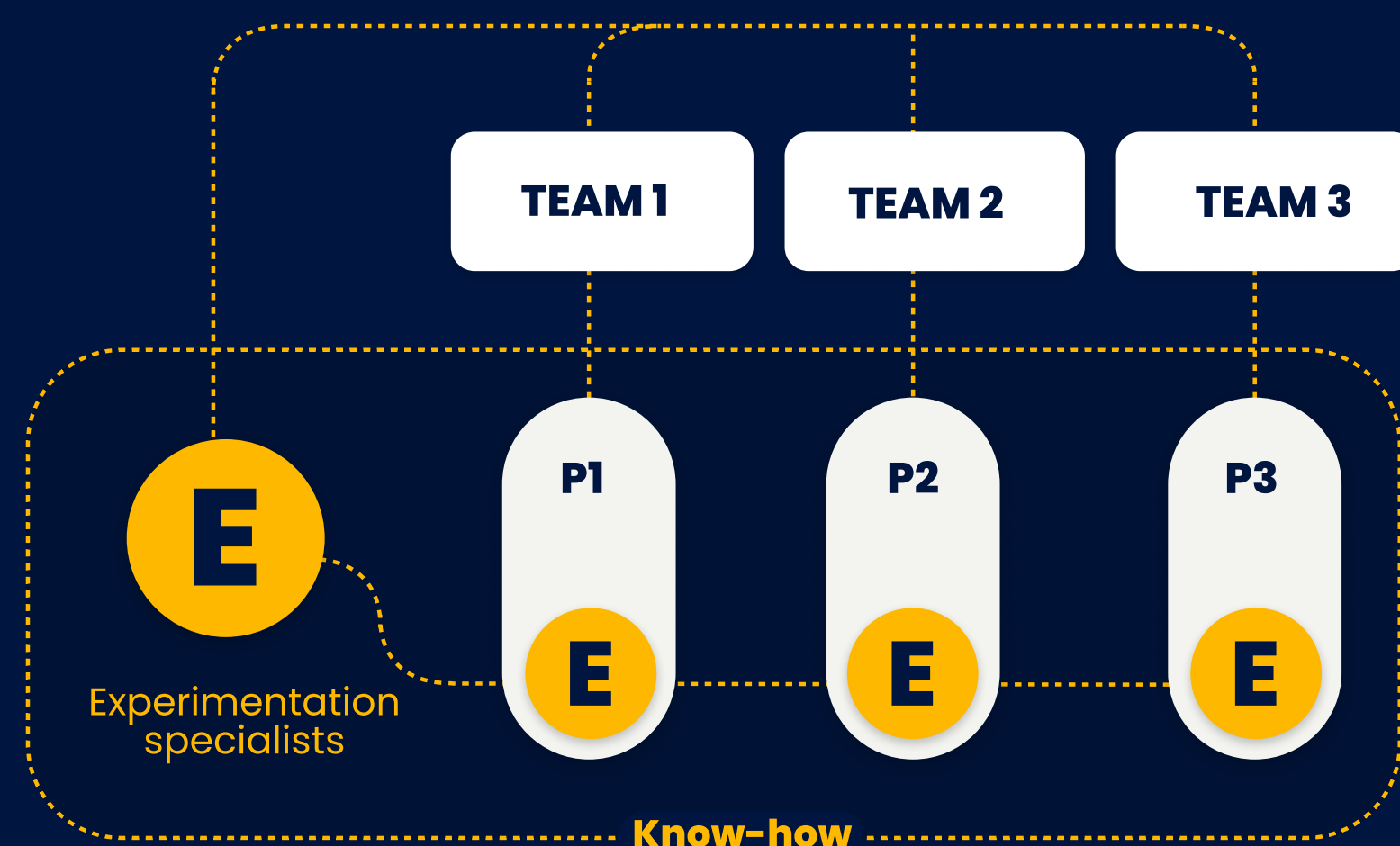
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CENTRALIZED



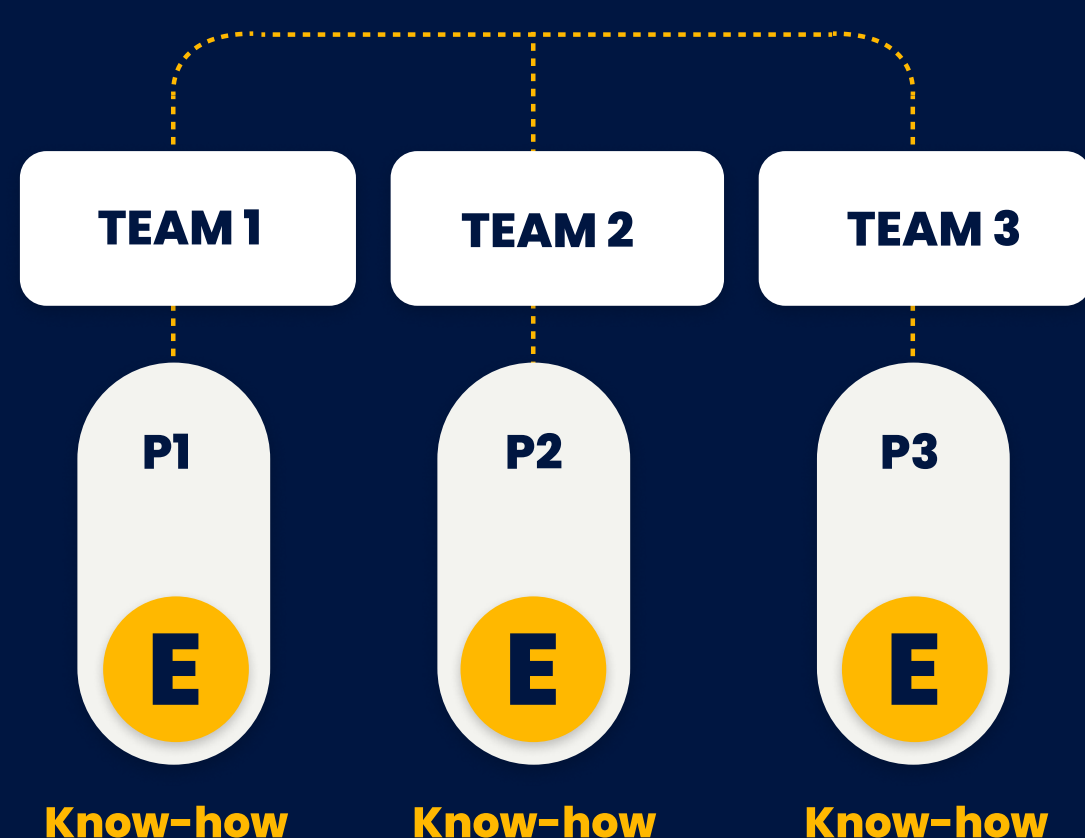
- + **Control**
 - Easy collaboration and reusability**
 - Advanced Experimentation innovation**
- **Rest of the org is out**
 - Disconnect between Experimentation and users**
 - Innovation limited to the Exp team**
 - Slow time to value**

CENTER OF EXCELLENCE



- + **High specialization and high productivity**
 - Increased Exp knowledge share and upskilling**
 - Consistent practices/processes**
 - Balance between flexibility and efficiency**
- **Coordination and community efforts**
 - Complex budgeting**

DECENTRALIZED



- + **Each domain remains highly specialized**
 - Strong collaboration within teams**
 - Easier prioritization**
 - Short time to value**
 - Easy to budget**
- **No sharing**
 - Low reusability / aggregation**
 - Lack of consistency**
 - Silos**
 - Higher overall costs (knowhow / function overlap)**

Assets for this blueprint:

[Loom video](#)

[Related post on LinkedIn](#)